



CORPORATE AFFAIRS MATERIALS

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October 1990

Philip Morris Management Corporation
Department of Editorial Services
120 Park Avenue
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OVERALL CORPORATE POSITIONING

VIDEOS

This is Philip Morris. 1990. 13 mins. Updated corporate identity video. Available from Corporate Financial Communications (212)880-4073.

This is Philip Morris International. 1990. 6:06 mins. Available from PMI Corporate Affairs (212)878-2169.

A Taste of Philip Morris. 1989. 6 min. Introduced by Guy Smith, a short collage of people around the world enjoying the simple pleasures that Philip Morris companies provide. Available from Corporate Financial Communications (212)880-4073.

This is Philip Morris. 1987. Corporate identity video. Available from Corporate Financial Communications (212)880-4073.

BROCHURES

We are Philip Morris. 1990. Updated identity brochure, pre-Jacobs Suchard. Available from Corporate Editorial Services (212)878-2430.

Philip Morris History. A chronological listing. Available from Corporate Issues Management (212)878-2089.

We are Philip Morris International. (1990). Philip Morris International Corporate identity brochure. Available from PMI Corporate Affairs Department (212)878-2169.

Philip Morris Positions. PM Corporate, 1986. Available from Corporate Editorial Services (212)878-2430.

FINANCIAL

BROCHURES

Philip Morris 1988 Annual Report. Available from Corporate Financial Relations - (212)880-3460.

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Philip Morris Credit Corporation 1988 Annual Report. Available from Corporate Financial Relations - (212)880-3460.

Philip Morris Fact Book. Folder with basic data on the company as of April 1, 1989. Regularly updated with inserted "Philip Morris Financial Fact Sheet." Available from Corporate Financial Relations - (212)880-3460.

Presentation to the Investment Community. 1989. Analysis by top executives on the current financial state of Philip Morris Companies Inc. Available from Corporate Financial Relations - (212)880-3460.

QUARTERLY REPORTS

Now a magazine, *Philip Morris Quarterly*, available from Corporate Financial Relations - (212)880-3460.

CIGARETTES (DOMESTIC)

WRITTEN MATERIALS

Corporate Affairs Issues Handbook. Comprehensive overview of industry positions on all smoking related issues. **For employee use only.** Available from PM USA (212)880-3419.

Corporate Facilities Brochure. State-by-state breakdown on Philip Morris's investment in each state. Available from (212)878-2879.

Great American Smokers' Manual. Developed for use with Smokers' Caucus. Provides general issues information as well as instructions on how to actively defend smokers' rights. Available from (212)880-4146.

Great American Smokers' Kit. Designed to counter Great American Smokeout opposition. Kit includes pro-smoker stickers and other promotional materials. Available from (212)880-4146.

Philip Morris Magazine. Back issues can be obtained from (212)878-2742.

Smokers' Advocate. Back issues can be obtained from (212)878-2879.

PM Editorial Services. Back packages of news service can be obtained from (212)878-2879.

TAPGRAM. Back issues can be obtained from (212)878-2879. **For employee distribution only.**

American Voices. Hardcover book produced in conjunction with 1987 Philip Morris Magazine essay contest. Book includes copy of each of the 55 winning essays on free speech and advertising. Contact (212)880-3234.

How to Write an Effective Letter to the Editor. Suggestions and do's and don'ts on writing letters in support of the industry. Contact (212)878-2879.

Speakers' Bureau Brochure. Used to promote PM USA Speakers' Bureau presentations. Includes short descriptions of each program offered by the Speakers' Bureau. Contact (212)880-4048.

Monthly Digest. Compilation of balanced news articles that discuss tobacco issues. Contact (212)880-3419.

ASA News, (American Smokers Alliance), Suite 560, 3401 West End Avenue, Nashville, TN 37203. (615)383-4971

EMPLOYEE PUBLICATIONS

Cabarrus Communicator, P.O. Box 1098, Concord NC 28026-1098.
Editor: Floyce M. Harward (704)788-5133

The Force, 120 Park Avenue, New York, NY 10017.
Editor: Betsy Pross (212)880-2061

Government Affairs, PM USA Weekly Report, 120 Park Avenue, New York, NY 10017. Editor: Matt Paluszek (212)880-3743

Insider, P.O. Box 1498, Louisville, KY 40201. Editor: Denise R. Koenig

Richmond Report, P.O. Box 26603, Richmond, VA 23261.
Editor: William D. Thomson (804)274-2208

TOBACCO INSTITUTE U.S. PUBLICATIONS

Each of the following publications can be obtained directly from the Tobacco Institute publications office. (202)457-4869.

Economics

Tobacco: Nationwide Industry, Nationwide Impact. 1986.

Volume I: *The Impacts of the National Economy.*

Volume II: *The Impacts of the State Economies.*

Executive Summary: The Economic Impact of the Tobacco Industry on the U.S. Economy. 1985.

State Data Cards: A card is available for each state that details the economic contribution of tobacco.

Miscellaneous

U.S. Cigarette Consumption 1900 to 1989.

1989 Tobacco Industry Profile.

The Anti-Smoking Campaign: Enough is Enough, Executive Summary. 1989.

T.I. Scope and Activities. 1988.

In the Public Interest -- Three Decades of Initiatives by a Responsible Cigarette Industry. 1986.

There Is No Tobacco Subsidy! 1986.

Advertising

A Constitutional Analysis of Proposed Content-Control Requirements for Tobacco Product Advertising. 1990.

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A Constitutional Analysis of Proposals to Ban Tobacco Product Advertising. 1988.

A Constitutional Analysis of Proposed Copy Restrictions on Tobacco Product Advertising. 1987.

A Constitutional Analysis of Proposals to Disallow Tax Deductions for Tobacco Product Advertising Expenses. 1987.

Youth

Helping Youth Say No. 1987.

Helping Youth Decide. 1986.

Peer Pressure and Acting "Grown Up" -- the Big Reasons Youngsters Smoke. 1986.

Smoking and Young People: Where the Tobacco Industry Stands. 1989.

History

Tobacco: Deeply Rooted in America's Heritage. 1985.

The Hundred Year War Against the Cigarette. 1981.

Tobacco Heritage: The Tobacco Heritage series is available for the following states: Connecticut, Florida, Georgia, Illinois, Indiana, Kentucky, Louisiana, Maryland, Massachusetts, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Virginia, West Virginia and Wisconsin.

Fire

Overcoming Barriers to Public Fire Education in the U.S. 1987.

Expanding Public Education. 1986.

Ask for Help -- You Just Might Get It. 1985.

Comments on International Concepts in Fire Protection -- Practices from Japan, Hong Kong, Australia, and New Zealand. 1985.

From Tokyo to Down Under: International Approaches to Fire Prevention -- Parts I and II. 1985.

International Concepts in Fire Protection Practices From Japan, Hong Kong, Australia, and New Zealand. 1985.

Fire Prevention, Importing Ideas from Europe. 1984.

America's Burning, Why Isn't Europe? 1983.

Social Costs

Debunking the "Social Costs" of Smoking. 1990.

Social Costs -- Setting the Record Straight. 1989.

Taxes

Excise Taxes. 1989.

The Tax Burden on Tobacco. 1989.

Earmarking Excise Taxes -- Unfair, Unfounded, Unwise. 1988.

Environmental Tobacco Smoke and Health: The Consensus. 1988.

What's Wrong With Excise Taxes. 1988.

An Analysis of the Regressivity of Excise Taxes. 1986.

Environmental Tobacco Smoke

Tobacco Smoke and the Non-Smoker: Scientific Integrity at the Crossroads, Executive Summary. 1986.

Situation Report: Tobacco Smoke in the Air. 1985.

Environmental Tobacco Smoke Workshops. 1983-84.

Smoking in the Workplace

Smoking in the Workplace: Some Considerations. 1990.

Smokers' Rights in the Workplace: An Employee Guide. 1989.

An Assessment of the Current Legal Climate Concerning Smoking in the Workplace. 1988.

Indoor Air Pollution: Is Your Workplace Making You Sick? 1988.

Workplace Smoking: A Resource Guide. 1988.

Toward a Civil Rights Approach to Smoking. 1987.

Smoking & Output: Smoking Does Not Affect Productivity. 1985.

Smoking in the Workplace: A Management Perspective. 1985.

Smoking Policies in Large Corporations. 1985.

Smoking Policies in Large Corporations -- An Executive Summary. 1985.

Survey of Office Smoking Issues: Executive Summary. 1985.

In Defense of Smokers. 1984.

Workplace Smoking Laws Won't Work. 1984.

The Other Side of the Smoking Worker Controversy. 1983.

Public Smoking

Airline Smoking Restrictions: Unnecessary, Unwarranted, Unfair. 1988.

Open Door To Hospitality -- Accommodating Smokers and Non-Smokers. 1988.

The Great American Welcome. 1988. (TI kits)

Smoking Restrictions: The Hidden Threat to Public Health. 1987.

View Point: Voluntary vs. Mandatory Restaurant Smoking Restrictions. 1984.

Public Smoking Laws are Fraught with Hidden Costs. 1982.

Public Smoking Laws: Who Wants Them? Who Needs Them? 1982.

Cooperation is Better than Legislation. 1981.

Smoking and Productivity in the Workplace

Construction Industry. 1984.
(Executive Summary.) 1984.

Finance, Insurance and Real Estate Industries. 1984.

Government. 1984.

Labor Unions. 1984.

Manufacturing Industry. 1984.

Retail Trade Industry. 1984.

Services Industry. 1984.

Transportation, Communications and Utilities Industries. 1984.

Wholesale Trade Industry. 1984.

VIDEOS

California and Philip Morris: Partners In Excellence. 8:25 minutes.
1990. Discusses PM's economic involvement and contributions to the state of California. Contact (212)880-3234.

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Illinois and Philip Morris: Partners In Excellence. 8:15 minutes.
1990. Discusses PM's economic involvement and contributions to the state of Illinois. Contact (212)880-3234.

New York and Philip Morris: Partners In Excellence. 8:10 minutes.
1990. Discusses PM's economic involvement and contributions to the state of New York. Contact (212)880-3234.

Texas and Philip Morris: Partners In Excellence. 7:20 minutes.
1990. Discusses PM's economic involvement and contributions to the state of Texas. Contact (212)880-3234.

Increased Excise Taxes and Bootlegging in New York. 2 minutes.
1990. Available from (212)880-3673.

Increased Excise Taxes and Bootlegging in Texas. 2 minutes. 1990.
Available from (212)880-3673.

A Clear Picture of the American Smoker. 6:50 minutes. Features results of 1988 Philip Morris Magazine survey on smoker attitudes, economic profile and lifestyle choices. Available from (212)880-4040.

Is Liberty Worth Writing For? 1988. Video biography of Barbara Rubenstein, winner of the Philip Morris Essay Competition on the proposed ban of cigarette advertising in the United States and First Amendment freedoms. Available from Corporate Financial Communications - (212)880-4073.

Jacob Albright Dinner Series. How to Visit Your Congressman. 10:29 minutes. 1987. Used to mobilize support against federal excise tax increase. Features Martin Mull. Available from (212)880-4040.

Free Speech and Advertising, Who Draws the Line? 1987. 1 hour tape of forum sponsored by Boston University. Filmed at Fanueil Hall. Features Burt Neuborne, Michael Gartner and Herb Schmertz. Available from (212)880-4040.

Prohibition Returns and Lessons Forgotten. 1987. Two documentaries on cigarette and alcohol prohibition, including old footage of interviews with prohibitionists. Produced by The Tobacco Institute. Available from Corporate Financial Communications -

(212)880-4073.

Excise Taxes -- The Hidden Burden. 6:30 minutes. 1986. Available from The Tobacco Institute. (202) 457-4869.

Tobacco Ad Bans -- The Larger Issues. 11:51 minutes. 1986. Available from The Tobacco Institute. (202)457-4869.

Indoor Air Quality -- An Issue For Management. 13 minutes. 1986. Available from The Tobacco Institute. (202)457-4869.

CIGARETTES (INTERNATIONAL)

All items available from the Philip Morris International library
(212)880-3933

ADVERTISING

Codes

*Australian Advertising Self Regulation:
Procedures Structure and Codes*
The Media Council of Australia, 1986

Consumption

Tobacco Advertising Bans and Consumption in 16 Countries
J.J. Boddewyn (IAA), 1986

Advertising and Cigarette Consumption
M.J. Waterson - The Advertising Association, 1984

General

Legal Memorandum. *A Constitutional Analysis of Proposed Content-Control. Requirements for Tobacco Product Advertising*
Covington & Burling, 1990

Legal Memorandum. *The Constitutional Implications of Legislation that Would Disallow Tax Deductions for Tobacco Product Advertising Expenses.* Covington & Burling (April, 1986)

Psychology

Advertising and Cigarette Smoking. Reinhold Bergler, 1980

Restrictions

Advertising and the First Amendment. Michael G. Gartner, 1989

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Free Speech - Free Markets - Free Choice

Association of National Advertisers. Burt Neubourne, 1987

All Speech Is Created Equal. Craig R. Smith and M. Joel Bolstein

Freedom of Expression Foundation, 1986

Worldwide Restrictions on Advertising: An Outline of Principles, Problems, and Solutions.

Robert R. Bruce, Bruce P. Keller and Jeffrey P. Cunard (IM), 1985

Campaign Against Tobacco Advertising Censorship

The Seven Arguments Against Tobacco Advertising

Censorship (CATAC), 1984

Clear Thinking About Commercial Censorship

Summary brochure of CATAC, 1984

Youth

Juvenile Smoking Initiation & Advertising. A 16 Country Study of the Perceived Role of Advertising and Other Factors Bearing on Juvenile Smoking Initiation. Professor J.J. Boddewyn, (IAA), 1989

Tobacco Advertising & Juveniles - A National Survey in the Philippines. Professor J.J. Boddewyn, (IAA) 1989

Why Do Juveniles Start Smoking? An International Study of the Role of Advertising & Other Contributory Factors in Argentina, Australia, Canada, Hong Kong, Norway, Spain, Sweden, Switzerland, Turkey, and The United Kingdom. Professor J.J. Boddewyn, Ph.D, (IAA), Nov. 1987

An Examination of the Factors Influencing Juvenile Smoking Initiation In Canada. The Children's Research Unit.
London, England, 1987

Helping Youth Say No. NASBE, 1987

Helping Youth Decide. NASBE, 1986

Why Do Juveniles Start Smoking? An International Study of the Role of Advertising & Other Contributory Factors in Australia, Hong Kong, Norway, Spain & The United Kingdom.

Professor J.J. Boddewyn, (IAA), 1986

Children and Television Advertising: An Overview.

Children's Research Unit, London, 1984

SPORTS

Sports Sponsorship - A Matter of Choice.

Tobacco Institute of Australia, 1989

Sports Sponsorship By Tobacco Companies- A Case For the Existing Voluntary System. TAC, 1985

ANTI

Evaluation of the Strategy for health for all by the year 2000.

Seventh report on the world health situation, Eastern Mediterranean Region. WHO, Vol. 6, 1987

Banishing Tobacco. William U. Chandler. January, 1986

Cigarette Smoking, Tobacco, and Health - International Perspectives

New York State Journal of Medicine. September, 1986

Great Expectations: Advertising and the Tobacco Industry

Simon Chapman. 1986

Selling Smoke: Cigarette Advertising and Public Health.

Kenneth E. Warner, Ph.D, October, 1986

The International Anti-Smoking Movement Organizations & Individuals. 1986

Tobacco: The facts behind the smokescreen. James Wilkinson, 1986

Action on Smoking at Work: A guide to Good Practice. 1985

The World Cigarette Pandemic - Part II. New York State Journal of Medicine. July, 1985

Guidelines on Smoking Cessation. International Union Against Cancer. Edited by Michael Kunze and Michael Wood. Geneva, 1984

Smoke Ring - The Politics of Tobacco. Peter Taylor, 1984

The Economic Costs of Smoking and Benefits of Quitting. Gerry Oster, Graham A. Colditz, Nancy L. Kelly. 1984

New York State Journal of Medicine. December, 1983

The Lung Goodbye - A Manual of Tactics for Counteracting the Tobacco Industry in the 1980s. Simon Chapman. July, 1983

Smoking Control Strategies in Developing Countries. WHO, Geneva, 1983

Coffin Nails and Corporate Strategies. Robert H. Miles, 1982

Legislative Action to Combat the World Smoking Epidemic. Ruth Roemer - WHO, 1981

Guidelines for Smoking Control - International Union Against Cancer
Edited by Nigel Gray and Michael Daube. Geneva, 1980

AIRLINES

Environmental Technology Letters - The Holcomb Report. 1988
Passport to Smokers Rights. TI, 1988

Smoking on Airlines. TI, 1986

ETS

Environmental Tobacco Smoke - A Review of the Literature
Shook, Hardy & Bacon, 1989

Present and Future of Indoor Air Quality- Proceedings of the Brussels Conference. 14-16 February 1989.

C.J. Bieva, Y. Courtois and M. Govaerts

Clearing the Air - Perspectives on Environmental Tobacco Health

Robert D. Tollison, 1988

Environmental Technology Letters, Vol. 9 No. 6, 1988

Fourth Report of the Independent Scientific Committee on Smoking & Health. Department of Health & Social Security. Department of Health & Social Services, Northern Ireland. Scottish Home & Health Department Welsh Office, 1988

Indoor Air Quality - Scientific Aspects of Environmental Tobacco Smoke and Indoor Air. TAC, 1988

Indoor Air Quality Symposium. December 6-7, 1988. San Carlos de Bariloche, Argentina. The National Academy of Sciences of Buenos Aires, Argentina

Indoor and Ambient Air Quality, 1988

Misclassification of Smoking Habits and Passive Smoking - A Review of the Evidence. Peter N. Lee, 1988

Environmental Tobacco Smoke (ETS) and Risk of Lung Cancer - How Convincing Is The Evidence? Alan W. Katzenstein, 1987

Environmental Tobacco Smoke: The Clouded Issue. TAC, 1987
Toxicology Letters. (Proceedings of Essen Meeting), 1987

Presentation to The National Research Council by Members of The Indoor Air Pollution Advisory Group on Environmental Tobacco Smoke Public Meeting, National Academy of Sciences.
January 29, 1986

The Health Consequences of Involuntary Smoking a report of the Surgeon General U.S. Department of Health and Human Services.
1986

Environmental Tobacco Smoke Effects on the Non-Smoker - Report from a Workshop, Geneva. Environmental Tobacco Smoke Workshops 1983-1984. TI, 1985

Situation Report: Tobacco Smoke in the Air. TI, 1985

The Public Smoking Issue. TI of Australia, 1985

Tobacco Smoke and The Nonsmoker. TAC, 1985

Cigarette Smoke and the Nonsmoker. TI, 1984

ETS - Environmental Tobacco Smoke. Report from a Workshop on Effects and Exposure Levels, Geneva. R. Rylander, 1983

SMOKING AND HEALTH

Reducing the Health Consequences of Smoking - 25 Years of Progress. A report of the Surgeon General w/summary. US Department of Health and Human Services. 1989

The Health Consequences of Smoking - Nicotine Addiction. A report of the Surgeon General US Department of Health & Human Resources, 1988

Smoking and Health: The Scientific Controversy. John Dollison
May 14, 1985

Cigarette Smoking and Chronic Obstructive Lung Diseases: The Major Gaps in Knowledge. TI, 1984

Cigarette Smoking and Heart Disease. TI, 1983

Cigarette Smoking and Cancer: A Scientific Perspective. TI, 1982

Preventive Medicine - The Multiple Risk Factor Interventive Trial (MRFIT). American Health Foundation, 1981

Excerpts from Smoking and Health: A Report of the Surgeon General, 1979. TI

PUBLIC SMOKING

Public Smoking - A Letter-Writing Campaign. TI

Enough is Enough. TI press kit, January 1, 1989

Regulation! When Does Government Help Become Government Intrusion? TI, 1986

Are Public Smoking Laws Enforceable? TI, 1984

Do We Really Need Laws to Regulate Smoking in Public. TI, 1984

Public Smoking Laws: Must We Build Walls? TI, 1984

Legislative Policy. National Center for Legislative Research, 1982

RESTAURANT

Smoking Where the Public Gathers - A Management Perspective
R.J. Reynolds, 1986

Restaurant Smoking? When better to Practice Good Manners.
TI, 1984

SOCIAL COSTS

Smoking and Society - Toward a More Balanced Assessment
Robert D. Tollison, 1985

WORKPLACE

Smoking in the Workplace. Tobacco Institute of Australia, 1989

Smokers' Rights In the Workplace. An Employee Guide. TI, 1989

Australia Smoking Kit. Tobacco Institute of Australia, 1987

Smoking at Work - An information pack for management
Tobacco Advisory Council, 1987. UK Kit

Cooperation is Better Than Legislation. TI, 1985

Environetics with Executive Summary - Survey of Office Smoking Issues. Environetics International Inc., 1985

Smoking and Productivity in The Workplace: Overall Report - A Nationwide Survey Among:

- First Level Supervisors in Business and Industry
- First Level Supervisors in Government
- Local Union Officials

Response Analysis Corporation, June, 1984

Executive Summaries of Response Analysis Study for the:

1. Total Study
2. Construction Industry
3. Wholesale Trade Industry
4. Transportation, Utilities Industries
5. Service Industry
6. Retail Trade Industry
7. Manufacturing Industry
8. Government
9. Labor Unions
10. Finance, Insurance and Real Estate Industries

Smoking in the Workplace - Issues and Responsible Management
Association of Washington Business, 1985

Workplace Smoking Restrictions: - Some Considerations. TI

BROCHURES

We are Philip Morris International. Corporate identity brochure.
Available from PMI Corporate Affairs Department (212)878-2169.

The Cigarette and its Manufacture. 1989. Available from PM
Germany (089)72405-0.

Tobacco and Man. 1988. On the tradition of smoking. Available
from PM Germany (089)72405-0.

We Know the Cigarette, the Market and the People. 1988. Pocket inside back cover includes *Philip Morris in Munich*, *Philip Morris GmbH Facts and Figures 1988* and *Philip Morris in Berlin*. Available from PM Germany (089)72405-0.

EMPLOYEE PUBLICATIONS

Brillancourier, Brillancourt 4, Case postale CH-1001, Lausanne.
Editor: Tim Wolfe 021-271311

EEMAGES, Avenue de Cour 107, 1001 Lausanne, Switzerland.
Editor: Michael Parsons 011-021-41-21-618-4231.
Fax: 011-41-21-618-4618. Sarah Hospodar 011-41-21-618-228.
Fax: 011-41-21-618-4618

VIDEOS

This is Philip Morris International. (Available August, 1990.)
Corporate identity video. Available from PMI Corporate Affairs
Department (212)878-2169.

Global Reaction to Advertising. Available from PMI Corporate Affairs
Department (212)878-2169.

All of Helmut Gaisch's tapes: *Service of Quality*, *People and Numbers*,
and *Why People Smoke*. Available from PMI Corporate Affairs
Department (212)878-3899.

GENERAL

All items available from the Philip Morris International library
(212)880-3933

Issues '88 - A Platform for America. Edited by Mark B. Liedl, 1988
Vol. I - *Domestic Policy Planks*
The Heritage Foundation
Vol. II - *Defense and Foreign Policy Planks*
The Heritage Foundation
Vol. III - *Social Policy Planks*
The Free Congress Research and Educational Foundation

Smoking and the State.

Robert D. Tollison and Richard E. Wagner, 1988

The Use of Wood by the Tobacco Industry and the Ecological Implications. International Forest Science Consultancy, 1987

Tobacco Advisory Council Briefing. Tobacco Issues. TAC (June, 1987)

Tobacco Issue Briefs. Philip Morris International, C/A. 1987

Tobacco Issues: Claims vs. Facts. PM - EEC, 1986

Answers to the Most Asked Questions About Cigarettes? TI, 1985

Growing Tobacco: What others have said.... BAT, 1984

Tobacco: Creating Wealth in the developing World. BAT. 1984

The Cigarette Controversy: Why More Research is Needed. TI, 1984

The Smoking and Health Controversy... Why More Research is Needed - A Review of recent Medical and Scientific Evidence. Presented to U.S. Congressional Committees. TI of Australia, 1983

UK, Third Report of the Independent Scientific. Committee on Smoking and Health. Chairman: Dr. Peter Froggatt, 1983

Aspects of the Cigarette Epidemic.

The Medical Journal of Australia, March, 1983

International Concepts in Fire Protection - Ideas from Europe that Could Improve U.S. Fire Safety. Philip S. Schaenman, December 1982

The Smoking Controversy: A Perspective. A Statement by The Tobacco Institute, 1978

Smoking & Health Quick Reference Guide. PM - EEMA

Smoking & Health: Some Questions and Answers. PM - EEMA

Fire Chief - America's burning, Why isn't Europe?
Philip S. Schaenman, 1982

Spokespersons' Guide

- Health
- "Addiction"
- Public Smoking
- "Social Costs"
- Advertising
- Constituents
- Warning Labels

Dictionary of Tobacco Terminology. Marian Zalis DeBardeleben

Tobacco Deeply Rooted in America's Heritage. TI

FOOD

PUBLICATIONS

Listen to the Land. 1987. A 36-page, large-format, soft-cover book about the agricultural growing areas at The Land. This publication is sold at Walt Disney World. Available in limited quantities for internal use. Available from KGF Corporate Affairs at (708)998-2044.

ONE. A special 24-page, 4-color magazine about KGF, describing its overall operations and the seven operating groups. Given to all KGF employees and used in college recruiting. Available in limited quantities from KGF Corporate Affairs (708)998-2278.

Oscar Mayer Fact Sheet. This 6-page (single-spaced typing, printed on both sides) fact sheet tells you all you want to know about the history and current operations of Oscar Mayer Foods Corporation; its plants, its packaging innovations over the years, its list of top managers, etc. It is used to answer general inquiries about the company and for new and prospective employees to tell them what Oscar Mayer is all about. People can contact Sharon Rahn, Oscar Mayer Public Relations Coordinator, at ext. 6825 for copies.

VIDEOS

Fitness Formula (Louis Rich film). 1984. A short film (about 13 minutes) covering turkey and how it fits into today's lifestyles where people are concerned about fitness, weight, calories, fat, etc. It starts with a fitness class and has the instructor talk about the benefits of eating turkey. Available in 16 mm and 1/2" VHS from Modern Talking Pictures as a free loan. Call (800)243-6877. Ask about item #16716 when calling.

Food for the Future. Approximately 20 minutes. 1986. Film for high school students about agricultural growing areas of The Land and careers in agricultural research. Available in 16mm and 1/2" VHS through Modern Talking Pictures as a free loan. Call (800)243-6877. Ask about item #18580 when calling.

Pride on Parade (Oscar Mayer film). 1978. A short film (about 13 minutes) describing the pride, skill, training and dedication that it takes to make a championship marching band and comparing those attributes to the people who make high quality meat products at Oscar Mayer Foods. This film has been used primarily by elementary and high schools. Available in 16 mm and 1/2" VHS from Modern Talking Pictures as a free loan. Call (800)243-6877. Ask about item #11897 when calling.

Video News Release - 1989. 2 minutes. Louis Rich Tulare plant opening and turkey industry (212)878-2754

We are KGF. Available in VHS - 8:36 minutes. 1990. Overview of the Kraft General Foods business. Used for new employee orientation, among other purposes. Available from KGF Corporate Affairs on a loan basis at (708)998-2278.

Kraft General Foods Employee Publications

Various parts of the KGF organization produce their own employee publications. If interested in seeing any of these, please contact Vivian Williams in KGF Corporate Affairs at (708)998-2278. She will put you in touch with the editor of the specific publication requested or you can contact them directly at the numbers below.

Antigo Times (2x/year), Kraft Inc., 907 9th Avenue, Antigo,

WI 54409. Editor: Mike Joyce (715)623-2301

Birds Eye's Food for Thought (bi-monthly), P.O. Box 4690, Waseca, MN 56093. Editor: Rhonda Summers (507)835-1320.

Birds Eye's The Fulton Fresh Idea (monthly), General Foods, 607 Phillips Street, Fulton, NY 13069. Editor: Karin Fischbach (315)598-7000.

KGF Canada Gazette (bi-monthly), PO Box 1200, Don Mills, Ontario, M3C 3J5. Editor: Grace Cameron (416)441-5502.

Canton Cracker Barrel (quarterly), Kraft Inc., 30 Bucks Street, Canton, NY 13617. Editor: Carol Farnsworth (315)386-8177.

Cheese-ette (bi-monthly), PO Box 3440 GS, Springfield, Missouri 65808. Supervisory Editor: Tamara Tummy. Editors: Robin Roby & Marilyn Young (417)881-2701.

Cheese "N" Chatter (quarterly), Kraft Inc., PO Box 455, Rupert, Idaho 83350. Manager: Tim Gregerson (208)436-4731.

Cheese Press, Kraft, Inc. PO Box 311, Lowville, NY 13367. Editor: Marge Capron (315)376-6575.

Cheese Spread (quarterly), 419 S. Center Street or PO Box 317, Beaver Dam, WI 53916. Staff: Lisa Schinnow (414)885-4411.

The Chicago Story (Oscar Mayer/quarterly), 1241 North Sedgewick Street, Chicago, IL 60610. Editor: Gail Slusser (312)642-1200.

Communi K (bi-weekly), Kraft General Foods, PO Box 8018, Wausau, WI 54402. Sandy Roesler (715)842-2077.

Contact, 8600 Devonshire Road, Mt. Royal, Quebec, H4P 2K9. Editor: Lise St.-Arnaud (514)340-2381.

Cornucopia (Kraft Seaboard/bi-monthly), Kraft Seaboard Foods, PO Box 2008, Rocky Mountain, NC 27802. Editor: Lola Lynch (919)977-7000.

Dough Notes (Entenmann's/quarterly), Kraft General Foods, 3325 NW 62nd St., Miami, FL 33147. Editor: Maryann Ballotta (305)836-4900.

Farm Press, KGF, 100 East Kraft Drive, Melrose, MN 56352.
Editor: Linda Himsl (612)256-7461

Kraft Field Talk (bi-monthly), Kraft Foodservice, One Parkway North,
Deerfield, IL 60015. Editor: Patsy Mellott (708)405-8579.

Food for Thought (bi-monthly), Kraft General Foods, P.O. Box 4690,
Waseca, MN 56093. Editor: Rhonda Summer (507)835-1320

Freihoffer's Bread Rapper, 522 Washington Avenue, Albany, NY
12203. Editor: Marjan Flynn (518)438-6631.

The Gourmet Gazette (quarterly), The All American Gourmet
Company, Freeport Center, Building A-16 Section H, P.O. Box 1295,
Clearfield, UT 84016. Editor: Kent Hansen (801)773-8813.

The Hotdog Digest (Oscar Mayer/quarterly), Oscar Mayer Food
Corporation, 910 Mayer Avenue, Madison, WI 53704.
Editor: Bill Lynch (608)241-6701.

HQ Information for Headquarters Employees, 2W-Kraft Court,
Glenview, IL 60025. Editor: Chris Taldone (312)998-2465.

The Indicator, P.O. Box 580, Decatur, GA 30031. Editor: Gwen Wiggins
(404)296-1161 (Ext. 341)

Kaleidoscope (bi-monthly), Kraft Inc., 2525 Bridge Street, New Ulm,
MN 56073. Editor: Cindy Wendinger (507)354-4131.

Keeping Posted (monthly), Kraft General Foods, 275 Cliff Street,
Battle Creek, MI 49016. Editors: Debbie Calkins & Donna Miller
(616)966-1000.

Ketchup with Kraft (bi-monthly), Kraft Inc., 2340 Forest Lane,
Garland, TX 75042. Editor: Elizabeth Solee (214)272-7511.

KFI Kettle, Kraft Food Ingredients Corp., Jacksonville, IL.
(271)245-4134.

KGFI Report (International), KGF International, 250 North Street,
White Plains, NY 10625. Director: Dick Badler. Manager: Rich Collins
(914)335-9114.

Kraft Ink, Kraft Court, Glenview, IL 60025. Editor: Janet Deneffe (708)998-2728.

Kraft Lehigh Valley Update, P.O. Box 39, Fogelsville, PA 18051.
Editor: Susan Agiato.

Kraft Network News. Editor: Jay Hernandez (404)496-9703.

The Main Ingredient (Oscar Mayer), P.O. Box 100, Sherman, TX 75091. Editor: Steve Seale (214)893-5151.

The Meating Post (Oscar Mayer), Oscar Mayer Foods Corporation, P.O. Box 3130, Davenport, Iowa 52808. Editor: Dana Zwicker (319)383-3711.

Modesto Spotlight, Kraft General Foods, P.O. Box 3659, Modesto, CA 95352. Editor: Shirley Hammontree (209)538-1071

The News Drop (3x/year), Maxwell House Coffee Company, General Foods USA, P.O. Box 2010, Jacksonville, FL 32203.
Editor: Mary M. Grimm (904)366-3400

News 'n' Views (bi-weekly), Kraft General Foods, 1701 West Bradley, Champaign, IL 61821. Editor: Ms. Pipier Scott (217)352-6551

Our World, Kraft General Foods, 250 North Street, White Plains, NY 10625. Editor: Jim Callahan (Ext. 7002) or Rich Collins (Ext. 9114) (914)335-2500

The Pudding Plant (bi-weekly), P.O. Box 1488, Mason City, Iowa 50401. Editor: Cindy Henn (515)421-2900

The Rhomboid Tabloid (Oscar Mayer/quarterly), Oscar Mayer Corporation, P.O. Box 7188, 910 Mayer Avenue, Madison, WI 53707
Editor: Missy Creevy

Say Cheese (Kraft Moceris), 8515 Miramar Place, San Diego, CA 92121
Editor: Nancy Peterson (619)457-4900

The Sugar Scoop, P.O. Box 311, Kendallville, IN 46755.
Editor: Brian Furrow (219)347-1300

Team News (Kraft/Mueller Foodservice), W137 N9245 Highway 145,
P.O. Box 9001, Menomonee Falls, WI 53051

Teamtalk (Kraft/Craig), KGF, P.O. Box 770, Salem, MO 65560.
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Tools for the Trade (Dairy Grp. Sales Report), Kraft Dairy Group,
1880 JFK Boulevard, Philadelphia, PA 19103-7490.
Editor: Gary Isaacs. Telephone: (215)587-1 722 x9788.
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Tombstone Times, Tombstone Pizza Inc., 101 Harlem Avenue,
Glenview, IL. 60025. Editor: Cathy Pernu (708)998-3900

TQS (*Total Quality Systems*), Kraft USA, Operations,
2211 Sanders Road, Northbrook, IL 60062.
Editor: Dave Rich (708)498-8546

What's Cookin', General Foods USA, 250 North Street, S2-2,
White Plains, NY 10625.
Editor: Bridget MacConnell. Philnet: 8-235-2698.
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Winning! (Sales), Kraft USA, Sales & Sales Operations,
Kraft Court - 3W, Glenview, IL 60025. Editor: Rose Andrews
(708)998-2462. Fax: (708) 998-3383

The Write Stuff (Kraft/Westman), 11955 East Peakview Avenue,
Englewood, CO 80111. Editors: Alice Hart & Carol Lindsey

Oscar Mayer Report, Public Relations Department, P.O. Box 7188
Madison, WI 53707. Editor: Barb Drake ext. 6825

FOOD, BEER, AND TOBACCO TRADE PUBLICATIONS

American Agriculture Movement, Mr. David Senter, 100 Maryland
Avenue N.E., Suite 500 A, Box 69, Washington, DC 20002

Bakers Journal, Mr. Ernest Naef, Editor, Port Credit, ON Canada

Bakery Production and Marketing, Mr. Bob Garrison, News Editor,
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